

From: George Morino/=TMS/Toyota. Sent:9/21/2009 2:26 PM.
To: [-] Bob Waltz/=TMS/Toyota@Toyota.
Cc: [-] Gary E Smith/=TMS/Toyota@toyota.
Bcc: [-] .
Subject: Re: Fw: URGENT - Toyota All Weather Floor Mat.

Sorry Bob. Normally we send all the SSC, Recall notices to Hawaii, Guam, A. Samoa, Puerto Rico, Mexico and Canada as a courtesy. Since this was an accessory primarily targeting snow states (Canada uses a different supplier) I did not send it to the other distributors.

I'll make sure we copy them on these as well going forward.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.

Bob Waltz/TMS/Toyota
09/21/2009 02:19 PM
To George Morino/TMS/Toyota@Toyota
cc Gary E Smith/TMS/Toyota@Toyota
Subject Fw: URGENT - Toyota All Weather Floor Mat

Let's keep them in the loop as much as we can. Thanks, Bob.
----- Forwarded by Bob Waltz/TMS/Toyota on 09/21/2009 02:18 PM -----

"Thor Toma" <thort@servco.com>
09/21/2009 02:12 PM
To <Bob_Waltz@Toyota.com>
cc
Subject RE: FW: URGENT - Toyota All Weather Floor Mat

Thank you Bob!

Much appreciated!

thor

From: Bob_Waltz@Toyota.com [mailto:Bob_Waltz@Toyota.com]
Sent: Monday, September 21, 2009 11:11 AM
To: Thor Toma
Cc: George_Morino@Toyota.com; Gary_E_Smith@toyota.com
Subject: Re: FW: URGENT - Toyota All Weather Floor Mat

We will make sure you are copied as we move forward. Thanks, Bob.

"Thor Toma" <thort@servco.com>
09/21/2009 02:07 PM

To <Bob_Waltz@Toyota.com>
cc
Subject FW: URGENT - Toyota All Weather Floor Mat

Hello Bob,

Sorry I missed you on my last trip to TMS a few months ago. I didn't have any formal meetings at PQSS, but just stopped by to see everyone.

Had a question... is it possible to be copied on these types of messages for Toyota, Lexus and Scion vehicles? We find them very helpful.

Thank you very much and look forward to seeing you on future trips!

Best Regards,

Thor Toma
Servco Automotive Customer Services
808.564.2357

----- Original Message -----

From: George Morino
Sent: 09/16/2009 04:17 PM PDT
To: Christopher Cento; Michael Jr Rocco; Clyde Dyson; Alec Hagey; Tony Mueller; Jeff Bracken; Kevin Cour; Mark Angelacos; Tom Devany; Paul Holdridge; Tyler Brown; Chris Schultz; Andrew Gilleland; David Goldberg; Ken Parkman; David Christ; Kevin Fletcher; Cooper Ericksen; Bryan Hancock; George Brenner; Toby Hynes@FITSVCSExchange@NOTESAPPS; Tod Martin@FITSVCSExchange@NOTESAPPS; David Rosenfeld@FITSVCSExchange@NOTESAPPS; Frank Addleman@FITSVCSExchange@NOTESAPPS; Ed.Sheehy@onsight.jmfamily.com@JM Family Enterprises; Craig.Pollock@onsight.jmfamily.com@JM Family Enterprises; Steve.Ozzello@onsight.jmfamily.com@JM Family Enterprises; Kevin.Fleeger@onsight.jmfamily.com@JM Family Enterprises; Jeff.Geisler@onsight.jmfamily.com@JM Family Enterprises; Daryl Kenningham@FITSVCSExchange@NOTESAPPS

Cc: Bob Duffin; Brad Anderson; Marty Quinn; Tom Gill; Joe Lucente;
David VandeLinde; Mike Rencis; Dave Nelson; Paul Baker; Gary Zimmer;
Glenn
Griffith; Scott Aitchison; Brian Campana; Tom Kent; Terry Greene; David
Fontanella; Sharon Matisak; Dave Bora; Don Mueller; Michael Broman;
Farshad
Pourmousa; Rick Vernon; Larry Sullivan; Diana Davis; John Smiros; Rommel
Momen; Vincent Favorito; Ken Fritts; Jason Nunamaker; KC Dellinger; Jeff
Noyes; Bill Van Beek; Lance Asher; Rick Shinkle; Jason Jerome; Marc
Giammona; Rafael Reyes; Michael Kevlin@FITSVCSExchange@NOTESAPPS; Mike
Spain@FITSVCSExchange@NOTESAPPS; Steve Brodie@FITSVCSExchange@NOTESAPPS;
Todd Trosclair@FITSVCSExchange@NOTESAPPS; Gary
Kirchhof@FITSVCSExchange@NOTESAPPS; James
Eledge@FITSVCSExchange@NOTESAPPS;
Dan Lee@FITSVCSExchange@NOTESAPPS; Al.Green@onsight.jmfamily.com@JM
Family
Enterprises; Ray.Natour@onsight.jmfamily.com@JM Family Enterprises;
Steve
Simoneaux/JMFE@JM Family Enterprises; Dave.Adams@onsight.jmfamily.com@JM
Family Enterprises; Roger.Blandford@onsight.jmfamily.com@JM Family
Enterprises; Eddie.Webb@onsight.jmfamily.com@JM Family Enterprises; John
Pineda; Wayne.Crater@onsight.jmfamily.com@JM Family Enterprises; Reb
Rummel; Ken.Brandon@FITSVCSExchange@NOTESAPPS; Fred Stolle; Jaycie Dane;
Wylon Harper; Mark Nazario; Waldo Jimenez; Doug Eroh; Kert Wilson; Clint
Middleton; Michael Tripp; Jeff Buchanan;
Mark.Miller@onsight.jmfamily.com@JM Family Enterprises; Melissa
Kimbrough@FITSVCSExchange@NOTESAPPS; Bob Gallagher; Santos Bugarin; Jeff
Reinoehl; Alan Schwartz; Toshiyuki Kitamura; Don Thill; Brian Faunce;
Don
Carlson; Lou Pugliese; Tod Martin@FITSVCSExchange@NOTESAPPS;
Bill.Killingsworth@onsight.jmfamily.com@JM Family Enterprises; Kim
Thomas;
Abe Pearlman; Neil Swartz; Mike Schober; Alok Vaish; Pam Uribe; Steve
Haag;
Stephen Waddell; Kenny Warren; Brett Lakes; Brian Bulkeley; Katsumi
Aoki;
Kentaro Arase; Jane Beseda; George Borst; Ron Broughman; Greg Bryan;
Webster Burns; Dave Camden; Ron Broughman; Bob Carter; George Christoff;
Jim Colon; Barbra Cooper; Brent Craig; Bob Daly; David Danzer; Fletcher
Davidson; Tracey Doi; Don Esmond; Bill Fay; Nancy Fein; Frank
Fontanella;
Makoto Hanada; John Hanson; Kevin Higgins; Masaki Hosoe; Yoshi Inaba;
Roy
Ito; Miles King; John Lang; Jim Lentz; Brian Lyons; Elaine Matsuda;
Katsuyuki Kusakawa; Mike Michels; Irv Miller; Tim Morrison; Toshio
Nakagami; Kenzo Nishiwaki; Raul Perez; Dale Pettitt; Randy Pflughaupt;
Christopher Reynolds; Charley Roberts; Ryo Sakai; Daisuke Sakakibara;
Masato Setta; Al Smith; Ray Specht; Joe Stempkowski; Satoshi Sugawara;
Eric
Taira; Mark Templin; Joe Tetherow; Bob Waltz; Gary Smith; Jim Wimmer;
Shinji Yamaguchi; Masato Yamanami; Hiroshi Yoshihashi; Dave Zellers;
Mike
Colon; Kevin Foy; Matt Hennessey; Ron Ishii; Jim Leiningner; Rodger
Mickels;
Jim Rosasco; Doug Philpot; Stan Skutecki; TCS_PQSS_Managers; Alicia
McAndrews; Audrey Mito; Taichi Hayakawa
Subject: URGENT - Toyota All Weather Floor Mat
This message was approved by Bob Waltz, Vice President, Product Quality
and
Service Support.

This is an important urgent message for all Region and Private

Distributor

General Managers and Vice Presidents. We seek your cooperation and assistance in sending the attached Dealer communication and attachment to your dealers. We anticipate this urgent communication to be sent to your dealers within the next two days. This is NOT a Recall or Special Service Campaign.

Recently, we learned of a tragic accident involving a 2009 Lexus ES 350 dealership service loaner vehicle. Although the law enforcement investigation has not been completed, preliminary information indicates that the cause may have been an All Weather Floor Mat ("AWFM") from a different Lexus model which, if installed incorrectly in the ES 350, could cause it to interfere with the accelerator pedal. Toyota takes our customers' safety very seriously and is redoubling assistance to our dealers' quality control efforts regarding proper AWFM installation.

While we are confident in the processes at your Toyota dealerships, we request your support in instructing all dealers to immediately inspect their new, used, and loaner fleet vehicles, including any reserve AWFM inventories, to assure correct vehicle application and installation.

Region Assistance

Dealer Notification by Region

We request your support by sending the attached sample dealer letter

which includes the instructions as well as the separate application

table to the attention of the Dealer Principals, General Managers, Service and Parts Managers. We anticipate this urgent communication

to be sent to your dealers within the next two days.

Using the dealer letter and instructions your TSTMs and/or CSFMs should follow-up at each scheduled contact to assure the dealership's

AWFM quality control business processes are in place and are being maintained.

Regional Training for All Weather Floor Mat Application and Installation

Please assure all Region/PD management is familiar with the incident, need for training and implement an on-going AWFM quality control business process at both the dealerships and Region/PD.

Fleet and Pool Vehicle Inspection

Please instruct your departments to immediately inspect all Region/PD

fleet and pool vehicles. This should include new, used as well as any other fleet or pool vehicles. A regularly scheduled inspection

process should also be incorporated into the AWFM quality control business process at your Region/PD.

Media Contacts

There has been significant coverage regarding this incident in print

and televised news reports.

Due to the nature of this incident, all media contacts must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications.

(See attached file: Region Communication.pdf)

Sample Dealer Letter and All Weather Floor Mat Application Information

Chart (Table)

Please send out the following sample Dealer Letter which includes the instructions and the separate AWFM Application Information Chart (table).

There are two tabs in the MS Excel sheet. One to facilitate application research by part number and the other by model.

(See attached file: Dealer Communication.doc)(See attached file: Toyota AWFM Application Information Table.xls)

Telecon

A telecon has been set up for Region and Private Distributor CSOMs, TSTMs

and CSFMs or equivalents to address any questions you may have regarding this communication. The number of dial-ins is limited, therefore please call from a centralized location where possible.

Date: Thursday, September 17, 2009

Time: 9:00 am (Pacific)

Dial-In Number: 877-934-3514

Passcode: 7007401

Thank you again for all of your support.

George Morino

National Manager

Quality Compliance Department

Product Quality and Service Support

Toyota Motor Sales, U.S.A., Inc.

Tel. 310-468-3392

Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is

not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified

that any dissemination, distribution, copying, or other use of this message

or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.